CLAIMS

1. A method of illuminating an active matrix electroluminescent display device comprising an array of display pixels arranged in rows and columns, the method comprising, at any point in time, illuminating a plurality of rows of pixels, the plurality of rows defining at least two bands (10) of rows separated by a non-illuminated band (12), the at least two bands (10) of rows of pixels scrolling in the column direction over time, and wherein at most 75% of the rows are illuminated at any point in time.

2 A method as claimed in claim 1, wherein each band (10) of rows of pixels comprises a plurality of adjacent rows of pixels.

3. A method as claimed in claim 1 or 2, wherein image data for different frames of the image to be displayed are displayed in the different bands.

4. A method as claimed in claim 1, wherein each band (10) of rows of pixels comprises a plurality of sequential alternate rows of pixels.

5. A method as claimed in claim 4, wherein one band of rows comprises only odd rows and another band of rows comprises only even rows.

6. A method as claimed in any preceding claim, wherein at most 50% of the rows are illuminated at any point in time.

7. A method as claimed in claim 6, wherein at most 30% of the rows are illuminated at any point in time.

8. An active matrix electroluminescent display device comprising an array of display pixels (1) arranged in rows and columns, and row driver circuitry (8) for illuminating a plurality of rows of pixels simultaneously, the

plurality of rows defining at least two bands (10) of rows separated by non-illuminated bands (12), wherein the row driver circuitry comprises means for illuminating each row for at most 75% of the frame period, such that the illuminated rows define at least two bands (10) of rows of pixels which scroll in the column direction over time.

9. A device as claimed in claim 8, further comprising a frame buffer (22) for storing image data.

10. A device as claimed in claim 9, wherein the frame buffer (22) stores an amount of data corresponding to a single frame of image data.

11. A device as claimed in claim 10, wherein data is written into the frame buffer (22) progressively frame by frame in sequence, such the frame buffer (22) stores partial data for two adjacent frames, and wherein data is read out from the frame buffer at two locations simultaneously.

12. A device as claimed in claim 11, wherein the two locations contain data from different adjacent frames of image data.